

**MANSFIELD DOWNTOWN PARTNERSHIP
MEMBERSHIP DEVELOPMENT SPECIAL COMMITTEE MEETING
Mansfield Town Hall, Conference Room B
November 18, 2013
4:15 PM**

MINUTES

Present: George Jones (Chair), John Armstrong, June Krisch

Staff: Cynthia van Zelm

1. Call to Order

George Jones called the meeting to order at 4:20 pm.

2. Approval of Minutes from October 21, 2013

June Krisch made a motion to approve the Minutes of October 21, 2013. John Armstrong seconded the motion. The motion was approved.

3. Approval of Meeting Dates for 2014

The Committee reviewed the proposed meeting dates for 2014. Based on feedback, Mr. Jones will e-mail Committee members to ascertain whether the 4th Tuesday or Thursday works for Committee members.

4. Update on Committee Recruitment Letter

Cynthia van Zelm said the Committee recruitment letter was ready to go but was awaiting Partnership letterhead to arrive.

5. Membership Renewal Brochure – January 2014

The Committee reviewed the latest draft of the Membership recruitment letter. The Committee agreed that the copy was a good one and did not think it needed to be professionally printed unless the photo images would be difficult to read. They would like a matte version vs. a gloss version.

The Committee agreed that the membership form should all be in blue, not a combination of blue and black.

With respect to a discount card at Storrs Center businesses, the Committee agreed that it only be for new members but would be a benefit for all members. Ms. van Zelm will remove it from the form but include it in the letter. She will ask businesses at the next Storrs Center meeting, if they would support a discount card for new members.

With respect to a reception for members, the Committee agreed it would be for \$200 members and over.

6. Adjourn

The meeting adjourned at 5 pm.

Minutes taken by Cynthia van Zelm.